

Station KTNV-TV LAS VEGAS, NV

Advertiser () .HORSFORD FOR CONGRE

Product STEVEN HORSFORD

Estimate# 1708

Buyer Jesse Demastrie

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 115/122/1708

Flight Dates 09/06/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 6,500
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/06-09/07	1	1	1	\$100.00	
	2	TH-F	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
	3	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
	4	SA	7A-8A	GD MRN-SAT-ABC	:30	\$125.00	09/08-09/08	1	1	1	\$125.00	
	5	SU	8A-830A	ACTN NWS SU@8A	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	6	SU	10A-11A	THIS WEEK	:30	\$225.00	09/09-09/09	1	1	1	\$225.00	
	7	TH-F	9A-10A	MORNING BLEND<	:30	\$150.00	09/06-09/07	1	1	1	\$150.00	
	8	TH-F	10A-11A	VIEW-ABC	:30	\$400.00	09/06-09/07	1	1	1	\$400.00	
	9	TH-F	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/06-09/07	1	1	1	\$150.00	
	10	TH-F	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/06-09/07	1	1	1	\$150.00	
	11	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/06-09/07	1	1	1	\$200.00	

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	12	TH-F	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/06-09/07	1	1	1	\$200.00	
	13	SU	6P-630P	SUNDAY NEWS 6PM	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	14	TH-F	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/06-09/07	1	1	1	\$300.00	
	15	TH-F	730P-8P	MILLIONAIRE<	:30	\$350.00	09/06-09/07	1	1	1	\$350.00	
	16	TH-F	11P-1135P	NEWS	:30	\$350.00	09/06-09/07	1	1	1	\$350.00	
	17	TH-F	1135P-1205A	NIGHTLINE	:30	\$175.00	09/06-09/07	1	1	1	\$175.00	
	18	M	5A-6A	ACTION NWS@5AM<	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	19	M	6A-7A	ACTION NWS@6AM<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	20	M	7A-9A	GD MRN AMR-ABC<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	21	M	10A-11A	VIEW-ABC	:30	\$400.00	09/10-09/10	1	1	1	\$400.00	
	22	M	11A-12P	ACTN NEWS@11AM<	:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
	23	M	4P-430P	ACTION NWS@4PM<	:30	\$150.00	09/10-09/10	1	1	1	\$150.00	
	24	M	5P-530P	ACTION NWS@5PM<	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	25	M	6P-7P	WORLD NEWS TONIGHT	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	26	M	7P-730P	ACCESS HOLLYWD<	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	27	M	730P-8P	MILLIONAIRE<	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	

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Estimate#	1708			Agency C/P1/P2/E	115/122/1708							
Buyer	Jesse Demastrie			Flight Dates	09/06/2012 - 09/10/2012			Salesperson Phone#		215-567-6005		
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	28	M	11P-1135P	NEWS	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	29	M	1135P-1205A	NIGHTLINE	:30	\$175.00	09/10-09/10	1	1	1	\$175.00	

---REPORT TOTALS---

Report Totals: 29 / \$6,500.00

---SALES MONTHLY TOTALS---

Sep 12: 29 / \$6,500.00

Sales Totals: 29 / \$6,500.00

Station Totals: 29 / \$6,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$36,111	KBLR	0%	KLAS	23%	KSNV	19%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	8%	KVVU	28%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE